GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3174
ANSWERED ON:11.08.2000
DD CHANNEL IN NORTH AMERICA
KINJARAPU YERRANNAIDU

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Doordarshan failed to launch its channel in North America as per schedule;

(b) if so, the reasons therefore; and

(c) the losses to Doordarshan on this account?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY)

(a),(b) & (c) Doordarshan entered into an agreement with a company in USA for distributing itsinternational channel in USA, North America, Canada, and the Caribbean islands.However, the company failed to meet its contractual obligation and the agreement has been cancelled. The losses to Doordarshan are notional as DD International continued to be available in free to air mode as earlier.